



CASE STUDY

Technology as a Driver of Efficient and Sustainable Growth

Interview with Miranda Dall'Olio,
Logistics Manager at Pizzoli





Pizzoli's Commitment Runs Deep

Founded in Budrio in 1926, Pizzoli S.p.A. is a leading name in the production and processing of fresh and frozen potatoes.

Over the years, the company has expanded by embracing a business model that spans **multiple markets**: fresh and frozen potatoes for household consumption, frozen potatoes for foodservice, seed potatoes, and exports - highlighting the strong global potential of Italian agricultural products.

Pizzoli has long invested in developing the potato category across all sales channels. This commitment is reflected in the success of its flagship brands, *Patasnella* for frozen products and *Iodi* for fresh potatoes, as well as *Pizzoli Professional*, a product line designed specifically for foodservice professionals who rely on Pizzoli as a trusted partner.





Pizzoli's dedication extends beyond production to agricultural innovation. The company continually invests in expanding and promoting potato cultivation using cutting-edge agronomic practices across Italy. This strengthens its roots within the local community, where it has historically operated.

In 2023, Pizzoli took a major step forward with the opening of a **new production facility** in San Pietro in Casale. This state-of-the-art site enhances production capacity and expands the company's reach into international markets.

To understand how Pizzoli is optimizing its logistics through technology, we spoke with Miranda Dall'Olio, the company's Logistics Manager.

The Complexities of Food Logistics

Logistics plays a strategic role in your business. What are the biggest challenges and recent achievements?



Logistics is critical - not just for Pizzoli, but for any company in the food industry. Our goal has always been to deliver the highest-quality potatoes, fresh or frozen, to our customers.

*Handling fresh and frozen products requires **logistics flows to be fast and efficient**, especially as production volumes increase. To give you an idea, our new plant is the largest French fry production facility in Southern Europe.*

*This expansion made it **essential to invest in advanced technology** and build strong partnerships, particularly on the logistics front.*





Technology Driving Efficiency

What led you to implement a digital transport platform like CargoON?



*As logistics operations grew more complex, some processes became increasingly difficult to manage manually. To support our expansion while maintaining our high quality standards, we needed to **automate key processes** and **boost operational efficiency**.*

*One of our top priorities was optimizing loading and unloading - **reducing truck wait times, improving resource allocation, and cutting costs**.*

*We were looking for a cloud-based platform that was intuitive, scalable, and easy to integrate with our existing systems. **CargoON's Dock Scheduler** turned out to be the perfect solution - a slot management system that simplified **booking and planning**, allowing us to efficiently coordinate loading and unloading operations. As a result, we reduced **truck wait times** and **minimized manual work for our team**.*



Innovation for Improvement

Adopting new technology is often a critical phase in digital transformation. How was your experience?



*Beyond the integration process - which was quick - training played a crucial role in ensuring a **smooth transition**. CargoON supported us not only in training our internal staff, but also in onboarding around 100 external partners, including transporters and suppliers.*

Just one month after go-live, 80% of our loading operations were managed through Dock Scheduler.

Today, truck wait times have decreased, making operations smoother and more efficient. We have also received positive feedback from our partners.

With more precise scheduling, we have been able to optimize resource allocation and reduce the workload for our team.



By improving visibility across logistics operations, we now have better control and can respond more quickly and confidently to disruptions - an inevitable challenge in this industry.

*Additionally, centralizing information and automating communication has made the **entire process far more efficient and collaborative.***

The Future of Logistics in the Food Industry

How do you see the future of logistics for Italian food companies?



*Pizzoli has always prioritized **quality and innovation**, and today, I can say with confidence that this approach is **driving sustainable growth.***

I firmly believe that digital transformation is no longer optional - it's a necessity for any company looking to meet the challenges ahead. In an industry like ours, speed and efficiency are key to success.

*But innovation isn't just about boosting productivity. It's also about making strategic choices that drive sustainable, **transparent growth across the entire supply chain.** Investing in end-to-end digitalization is the best way to build a more resilient and collaborative supply chain.*



A More Efficient Future with CargoON

Pizzoli's experience proves that innovation is possible - even in fast-moving industries like food production. In fact, adopting advanced digital solutions to address modern logistics challenges can dramatically optimize operations.

With **Dock Scheduler, CargoON** is establishing itself as a strategic partner for manufacturers seeking to streamline logistics processes and achieve **full digitalization of their supply chain.**

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